Vine City Redevelopment Plan



VOLUME I - FINAL REPORT

September 2004

Prepared For:

The Vine City Civic Association

Prepared By:

URBAN COLLAGE, INC. in collaboration with Robert Charles Lesser & Co.



Credits and Acknowledgments

Our thanks to the following people for their vision and leadership throughout the redevelopment planning process.

CITY OF ATLANTA

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1.0 Issues and Opportunities

The issues and opportunities focuses on the existing physical conditions and specifically documents the findings including the study area context and history, development history, demographics, existing land uses, existing building condition and occupancy, existing zoning, existing transportation and circulation, and development opportunities and community vision. A framework plan documenting development projects generated through community consensus is also provided.

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Preface

Over the past 30 years, Vine City - one of Atlanta's oldest inner-city neighborhoods - has experience a loss of population, property disinvestment and general economic decline. The Vine City Civic Association has joined together with community leaders, residents, business and property owners to create a comprehensive vision for Vine City with hope of returning this community to the level of prominence it once enjoyed.

The team of Urban Collage, Inc. in collaboration with Robert Charles Lesser & Co., LLC. was selected to work with the Vine City Civic Association's Redevelopment Committee to develop a strategic action plan for implementation which identifies opportunities, projects and partnerships consistent with the community's vision and focuses on community revitalization and citizen participation. As a result of the commitment and dedication of the Vine City residents, this plan was adopted by the Atlanta City Council in September 2004.

In order to adequately describe all the visions, projects and strategies proposed to revitalize the Vine City Neighborhood, the **Vine City Redevelopment Plan** is divided into three (3) main parts:

VOLUME I

1.0 Issues and Opportunities

Part 1.0 documents the existing conditions within the study area such as study area context, development history, demographics, existing land uses, existing building condition and occupancy, existing zoning, existing transportation and circulation, and development opportunities and community vision. A framework plan documenting development projects generated through community consensus is also provided.

2.0 Project Definition

Part 2.0 describes the future land use and circulation for the study area in addition to redevelopment projects in the areas of housing, economic development and public facilities as well as represents.

3.0 Acton Plan

The Action Plan describes implementation recommendations for phasing, property acquisition, partnerships, funding sources, and a 5-20 year implementation cost analysis for redevelopment projects in the study area.

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Appendix

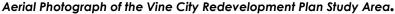
The appendix includes supportive planning documents including meeting minutes, detailed redevelopment goals and policies, complete demographic study and maps generated during the planning process.

1.1 Study Area Context

The study area is located west of the Atlanta downtown business district. According to the boundaries defined by City of Atlanta Neighborhood Planning Unit program, the Vine City neighborhood is located in NPU-L. The Vine City neighborhood extents include Simpson Street to the north, Northside Drive to the east, Martin Luther King Jr. Drive to the south, and Lowery Boulevard to the west.

The Vine City neighborhood is surrounded by the following neighborhoods: English Avenue to the north, Washington Park to the west, Ashview Heights to the south-west, Atlanta University to the south, Castleberry Hills to the southeast, and Downtown to the east.

The public facilities and institutions in the Vine City neighborhood include two Atlanta Public School facilities: Bethune Elementary and Kennedy Middle School; two public parks: C.H. Park, and Kennedy Park; two MARTA stations: Ashby Street Station and Vine City Station, Fulton County Health Center; Morris Brown College campus including Herndon Stadium and the Herndon Home Museum.





1.2 Development History¹

Vine City was apparently named for the Vine Street that runs through the neighborhood. The neighborhood was historically bounded by Sunset, Magnolia, Foundry and Walnut Street. Just to the west was the Ashby neighborhood. These two neighborhoods comprised what is called the Vine City/ Ashby neighborhood.

Sanborn Maps show evidence Vine City was a thriving community. The maps show many corner stores attached to residences. Long time residence report that Magnolia Street east of Vine Street once sported an array of stores, laundries, restaurants and other small businesses. Vine City played an important role in the African American community. Being located by the Atlanta University Center, Vine City was home to the Magnolia Ballroom (an African-American entertainment center from 1930's-50's) and Sunset Park (an amusement park with a roller coaster for African-Americans).

The Vine City neighborhood is historically single-family. In 1910, Alonzo F. Herndon, founder of Atlanta Life Insurance Company, purchased land and built his home at 587 University Place. The neighborhood changed rapidly as population moved to Atlanta's westside after a fire destroyed many homes on Auburn Avenue in 1917. The Eagan Homes public housing development was completed in 1941 in the Ashby neighborhood. With the growth of the African-American population, a commercial district emerged on Martin Luther King Jr. Drive replacing the once white owned businesses.

In 1947 the famous Paschal's Restaurant was opened. Atlanta's first African-American Mayor Maynard Jackson has family ties to Vine City. Julian Bond also lived in the neighborhood. Dr. Marin Luther King Jr. moved his family to Vine City in 1967, his widow Coretta Scott King lives in the neighborhood today.

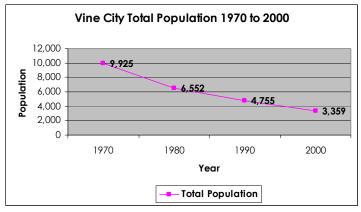
With Urban Renewal in the 1960's and 70's, much of the characteristics of Vine City were lost. In 1976, the Georgia World Congress Center opened near the Vine City/Ashby neighborhood. In 1985, 1992 and 2002 the GWCC expanded. Also, in 1992, the 72,000 seat Georgia Dome stadium opened to the east of Vine City. Eagan Homes was redeveloped in the late 1990's by the Atlanta Housing Authority into the Magnolia Place mixed income multi-family community. The first phase of the Historic Westside Village was completed in 2002 featuring a Publix grocery store and other commercial uses along Martin Luther King Jr. Drive. Future phases will include additional commercial uses and townhomes.

¹ Excerpts from the Master Plan Update: Vine City Community; October 2001 Prepared for: Vine City Civic Association
Prepared by: Urban Collage, Inc. in collaboration with Robert Charles Lesser & Co.

1.3 Demographics Summary²

Vine City has experienced a steady decrease in population since 1970 with the loss of more than half its population within a thirty-year period. The number of vacant lots in the neighborhood

bears witness to this. The greatest effect of this loss was felt west of Vine Street due to the redevelopment and consequent reduction in number of housing units in the Eagan Homes/ Magnolia Place Redevelopment Site. Contrary to this however, the eastern half experienced a more than 50% increase in persons with construction of a new apartment complex in the southeastern sector. Information presented represents



Census data for periods spanning 1970 to 2000. The complete Demographics

Source: Census 1990, 1980, 1970 and MASTER PLAN FOR VINE CITY/ASHBY A NEIGHBORHOOD IN THE CITY OF ATLANTA, April 1995.

analysis is provided in the Appendix of the document.

1.3.1 Gender

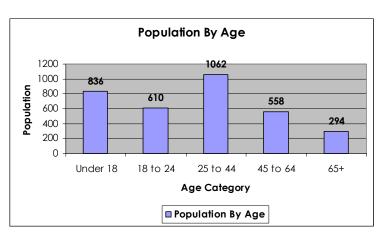
Until 2000, females outnumbered males by about 55% to 45%. After 2000 the trend shifted with males slightly in the majority. This was attributed to the conversion of public housing, with its typical high percentage of female-headed households, into mixed income property.

1.3.2 Race

The racial composition of Vine City has changed very little with blacks making up the largest majority, 95%, from 1980 to 2000. Less than 1% of the population was of 2 or more races.

1.3.3 Age Distribution

Age distribution has remained fairly stable from 1980 to 2000. One – quarter of the population fell under the age of 18. Persons between the ages of 18 and 24 fell from 25% in 1980 to 18% in 2000. The percentage of people between 25 and 44 experienced the most growth from 22% in 1980 to 32% in 2000. The category of persons above 65 fell significantly from 13% in 1980 to 9% in 2000.

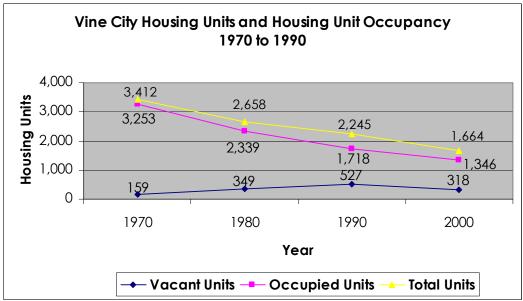


Source: Census 1990, 1980, 1970 and MASTER PLAN FOR VINE CITY/ASHBY A NEIGHBORHOOD IN THE CITY OF ATLANTA, April 1995.

² Excerpts from the Master Plan Update: Vine City Community; October 2001 Prepared for: Vine City Civic Association Prepared by: Urban Collage, Inc. in collaboration with Robert Charles Lesser & Co.

1.3.4 Housing

Between 1970 and 2000, Vine City lost 1,748 housing units. The number of vacant units also increased from 159 in 1970 to 318 units in 1990 with occupied units consequently falling from 3,253 in 1970 to 1,346 in 2000. As alluded to in the preceding paragraphs, the greatest loss in the number of housing units came as a result of Magnolia Park's redevelopment. There was a reduction in the number of vacant units for all block groups throughout the community between 1990 and 2000. Housing tenure continues to be majority renter- occupied with up to 85 percent of housing units falling with this category.



Source: Census 1990, 1980, 1970 and MASTER PLAN FOR VINE CITY/ASHBY A NEIGHBORHOOD IN THE CITY OF ATLANTA, April 1995.

1.4 Existing Physical Conditions

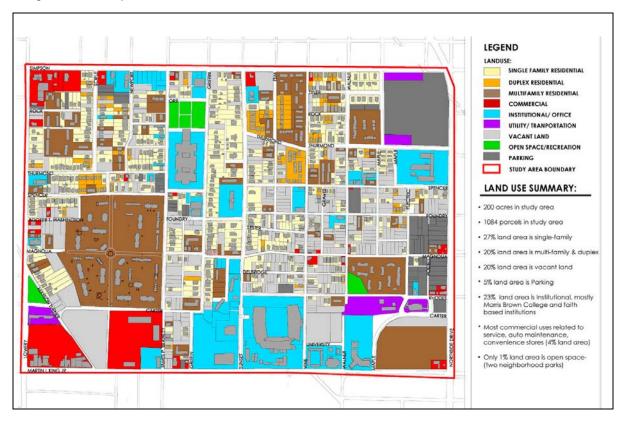
The inventory of existing conditions contains an assessment of the physical conditions for all properties within the Vine City neighborhood. The inventory documents an assessment of the following categories: Land Use, Building Condition, Building Occupancy, Transportation & Circulation, and Zoning.

The existing physical conditions data was gathered by multiple sources. The Vine City Master Plan Update (2001) supplied GIS data and provided a platform on which land uses and zoning could be verified. Several visual windshield surveys were conducted to determine the existing, building condition, building occupancy and street and sidewalk conditions.

1.4.1 Land Use

While the image and identity of the Vine City neighborhood is characterized as an inner-city residential community, the land use pattern in the study area is varied. This primarily includes residential uses within the interior of the neighborhood, commercial along the periphery, institutional uses interspersed throughout and a strong presence of vacant land.

Existing Land Use Map



The study area has a total land area of 200 acres (not including right-of-way) encompassing 1084 parcels. As seen on the following map, the single-family homes dominate the land area, 27% (55 acres) varying from craftsman style and bungalows to newly constructed in-town single-family dwellings. Multi-family residential is scattered throughout the area comprises 15% (30 acres) of the total land area. For the purposes of this plan, multi-family is defined as containing more than 2 housing units. Duplexes on the other hand encompass 5% (9 acres) and make up the remainder of residential uses in the area.

In addition to the strong presence of residential uses in Vine City, there is a strong presence of institutional uses including Morris Brown College, Bethune Elementary School, Kennedy Middle School, Fulton County Health Center and a number of faith-based institutions. Combined, these institutions comprise 23%(45 acres) of land area.

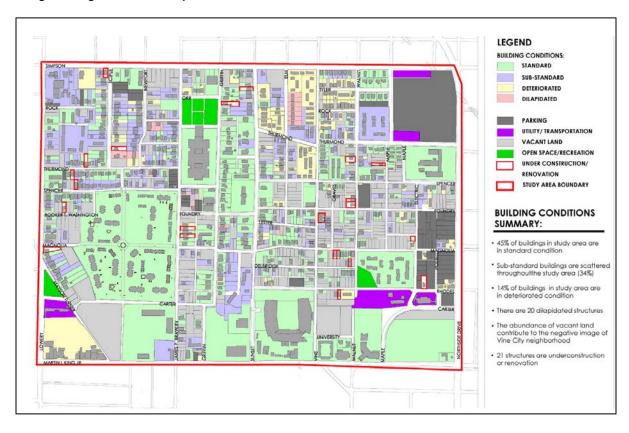
Existing Land Use Table

	Number of		% of Land
Land Use	Parcels	Acreage	Area
Single-Family	441	55	27%
Duplex	67	9	5%
Multi-Family	82	30	15%
Commercial	32	7	4%
Institutional/Office	52	45	23%
Open Space	3	3	1%
Utilities/Transportation	5	1	0%
Surface Parking	62	10	5%
Vacant Land	339	40	20%
Total	1083	200	100%

1.4.2 Building Conditions

This assessment is an overall observation of only the exterior conditions of the structures without taking into account any interior renovations or unseen problems. The structural components that were assessed include roof, exterior walls, doors and windows, foundation, porch/ balcony, and exterior upkeep (paint, yard, and fencing).

Existing Building Conditions Map



The Building Condition Categories used in this analysis includes:

- **Standard:** Building in sound condition or requires only minor repairs such as: painting and landscaping.
- **Substandard:** Building requires some level of general repair.
- **Deteriorated:** Building requires major repairs such as new roof, foundation, siding or windows (More than 3 identified problems).
- Dilapidated: Building needs extensive rehabilitation and may require demolition.

According to the assessment, 45% of the structures within the study area appear in standard condition; therefore the overall structural condition of the neighborhood is generally stable. As the following map indicates, structures identified as substandard (34%) are dispersed throughout thus requiring some level of general repair. There structures include commercial buildings along Simpson Road, the majority of the duplex and multi-family housing units in the neighborhood, and single-family housing throughout. Deteriorated structures (14%) require major repairs are concentrated on Martin Luther King Blvd., but also include some residential structures. Only 20 structures were identified as dilapidated. In general the negative appearance of portions of the study area is mainly due to the influence of vacant parcels in concert with adjoining less than standard properties.

Existing Building Conditions Table

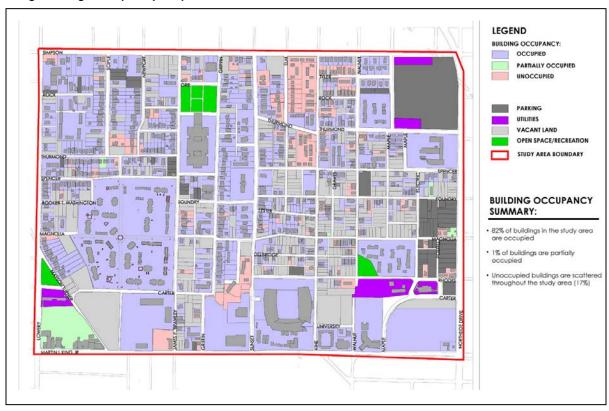
	Number of Parcels (Units)					
Land Use	Dilapidated	Deteriorated	Substandard	Standard	Under Construction/ Renovation	Total
Single-Family	9(9)	49(49)	137(137)	227(227)	19(19)	441 (441)
Duplex	14(7)	38(19)	32(50)	16(32)	0	67(134)
Multi-Family	3(14)	18(156)	42(290)	19(546)	0	82(1006)
Commercial	1	9	11	10	1	32
Institutional/Office	0	1	12	28	1	24
Total	20(37)	96(243)	227(477)	262(805)	21(19)	664(1581)
% OF TOTAL	3%	14%	34%	45%	3%	100%

1.4.3 Building Occupancy

Along with the survey of building condition, each property was checked for signs of occupancy. The following designations have been used to evaluate building occupancy:

- Occupied: This designation is based on clear evidence of habitation by legitimate occupants, such as a well-maintained yard, cars parked the driveway, curtains in the windows, the presence of children's play equipment, the presence of deliveries such as mail, newspapers, etc.
- Unoccupied: This designation is based on clear evidence of the lack of legitimate occupants. The evidence includes an obviously unoccupied for-sale or for-rent dwelling or structure, missing or broken doors or windows, clear abandonment, being boarded up, etc.
- Partially Occupied: This designation was applicable only to buildings designed to house two
 or more tenants such as duplexes and commercial structures. As above, it is based on
 evidence of habilitation by legitimate occupants and uses the same criteria.

Existing Building Occupancy Map



Occupancy was determined solely on the visual appearance of the exterior of the structure. Only 111 structures surveyed (out of approximately 664, or 17%) were perceived as unoccupied, with the majority of them existing within the area designated as the Flood Recovery area by the City of Atlanta (bounded by Simpson, Walnut, Thurmond, and Sunset Streets).

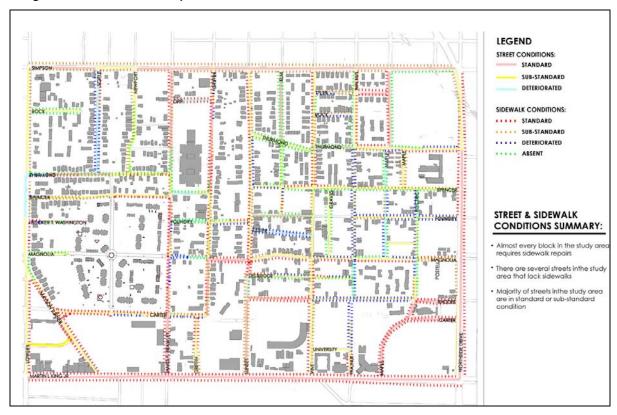
Existing Building Occupancy Table

	Num	Number of Parcels (Units)		
Landuse	Occupied	Unoccupied	Partially Occupied	Total
Single-Family	338(338)	53(53)	0	441 (441)
Duplex	44(88)	22(44)	1 (2)	67(134)
Multi -Family	61 (808)	20(180)	1(18)	82(1006)
Commercial	20	9	3	32
Institutional/Office	35	7	0	42
Total	548	111	5	664
%OF TOTAL	82%	17%	1%	100%

1.4.4 Transportation & Circulation

The major thoroughfares into the Vine City neighborhood include the following arterials: Northside Drive, Simpson Street, Martin Luther King, Jr. Drive and Lowery Boulevard. There are no internal collector (two-lane) streets that provide a continuous east-west connection in the study area. The internal north-south collector streets include James P. Brawley, Griffin, Sunset and Vine Streets.

Existing Street and Sidewalk Map



Street and Sidewalk Conditions

Like the survey conducted for building condition and occupancy, a windshield survey was conducted to assess the physical conditions of the public infrastructure within the study area focusing mainly on the public sidewalks and streets.

The following descriptions have been used to evaluate street and sidewalk conditions:

Street Conditions Categories:

- **Standard:** Streets requiring no repair.
- Sub-standard: Streets requiring minor repair with emphasis on continued maintenance.
- Deteriorated: Streets requiring major repair targeting repaving and drainage improvements

Sidewalk Conditions Categories:

- Standard: Sidewalks that require no repair.
- **Sub-standard:** Sidewalks that require minor repair with a focus on continued maintenance.
- **Deteriorated:** Identified sidewalks that require general to major repair such as removal and replacement, and repair or replacement of sidewalks that are deemed unusable or unsafe.
- Absent: New construction will be required where no sidewalks are present.

The Existing Street & Sidewalk Conditions Map identifies the location of existing sidewalks and the condition of the streets and sidewalks on a block by block basis. Within the study area sidewalks are missing in numerous locations. This is surprising considering the high number of pedestrians present. Again the lack of sidewalks present a challenge to school age children walking to Bethune Elementary and Kennedy Middle schools. In addition, there are numerous streets in the neighborhood in need of infrastructure improvements due to pot holes, poor drainage and lack of overall maintenance.

Bike Facilities

There is a non-vehicular trail and bike route which is part of the Atlanta/ DeKalb Greenway Trail System that connects west Atlanta to Downtown. The Westside Trail while following along Lena Street at Washington Park has a designated bike route, wide sidewalks and adequate lighting. As the route continues through Vine City by way of Carter Street and Magnolia Street it becomes an on-street bike route with limited lighting, narrow and sometime no sidewalks and in adequate lighting.

Parking Facilities

With major venues located in and around the Vine City neighborhood, parking is of concern. The Georgia World Congress Center has a surface parking lot on the eastern edge of the neighborhood at Northside Drive and Simpson Street. There are a series of gravel parking lots along Northside Drive that are utilized during events at the Georgia Dome. Events are also held at Morris Brown College's Herndon Stadium, but there is very limited surface parking designated for this venue. All of these venues result in overflow parking in the neighborhood. Although the City of Atlanta often assist in regulating the amount of through traffic and parking in this residential neighborhood by ticketing and towing vehicles, the Vine City community is heavily impacted.

Transit Facilities

The Vine City neighborhood has two active MARTA Stations servicing the area. The Ashby Street MARTA Station is located on the western edge of the neighborhood with access from Lowery Blvd. The Vine City MARTA Station is adjacent to Northside Drive with access to The Georgia Dome and the Georgia World Congress Center.

There are MARTA Bus routes that service the neighborhood as well:

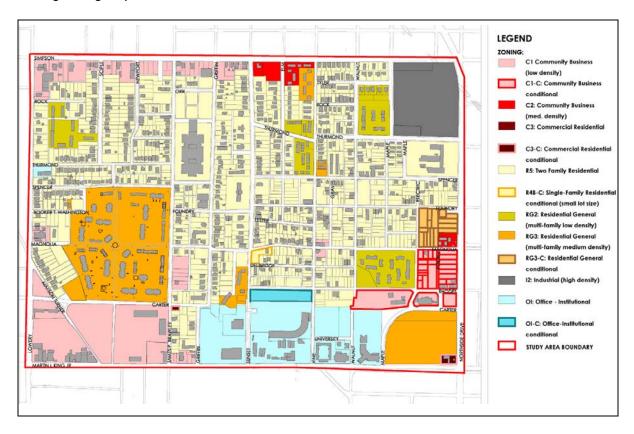
Bus #3 – Services Martin Luther King Drive, stops at the Ashby Street MARTA Station and proceeds west to the Westlake MARTA Station.

Bus #51 – Services the Vine City MARTA Station, Northside Drive and Simpson Street.

Bus # 63 – Services the Vine City Station, proceeds west along Magnolia Street, north on James P. Brawley, east on Orr Street and south on Griffin Street.

1.4.5 Zoning

Existing Zoning Map



The City of Atlanta regulates the development of all real property through the use of zoning districts which legally control use, height, the setbacks, parking, density, etc. The Existing Zoning Map outlines the current districts that are in place for the neighborhood. In general, there are four types of zoning districts currently categorized the Vine for neighborhood and they Residential include (R), Commercial (C), industrial (I) and Office/ Institutional (O). The number following each zoning category corresponds

Existing Zoning Table

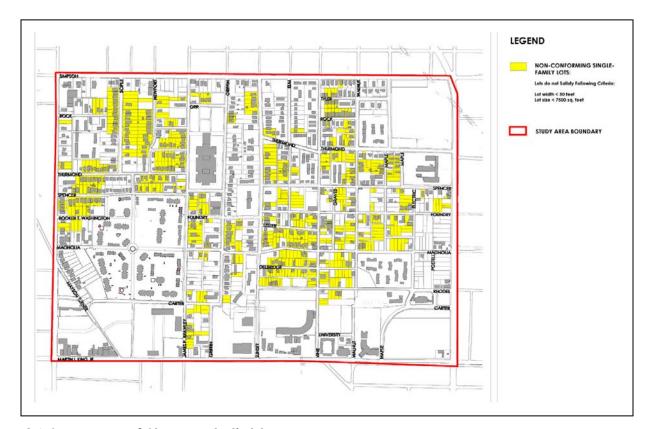
Zoning Category	Number of Parcels	Acreage	% of Land Area
(C-1) Commercial Business (Single Family houses, duplexes, multi-family, eating/drinking establishments, professional services, retail)	66	11	5
(C-1-C) Commercial Business Conditional	25	3	1
(C-2) Commercial Service	6	3	1
(C-3-C) Commercial Residential Conditional	2	1	0.5
(I-2) Medium Industrial	3	1	0.5
(RG-2) Residential General(mf low density)	17	14	7
(RG-3) Residential General (Min. lot size 5,000 for houses)	12	4	2
(RG-3-C) Residential General Conditional	11	3	1
(RG-5) Residential General	1	1	0.5
(R-5) Single- Family Residential (Min. lot size 7,500 sf)	925	137	69
(R-4-B-C) Single-Family Residential Conditional (Min. lot size 2,800 sf)	1	1	
(OI) Office / Institutional	13	25	12
(OI-C) Office / Institutional Conditional	1	1	0.5
Total	1083	205	100%

to allowable building density. In addition, any zoning category that includes a "-C" refers to a particular condition that pertains to a specific zoning category.

The Vine City neighborhood is predominately single-family, however, there are thirteen zoning classifications in force in the study area. In reviewing the existing zoning within the study area relative to the existing land use, several issues/ conflicts become apparent:

- The majority of the study area is an R-5 district that requires a minimum lot size of 7,500 square feet. Approximately 50% of the parcels in the area do not conform to such regulation (refer to Non-Conforming Lot Size Map above). This may inhibit the infill development of historically compatible housing (i.e. small-lot development.
- There are isolated multi-family parcels scattered throughout the single-family zoned area.
- There are several commercial properties located in the single-family district.

Non-Conforming use Map



1.4.6 Summary of Slum and Blight

The State of Georgia enables the use of specific tools of redevelopment through the "Redevelopment Powers Law" (O.C.G.A. 36-44). This law allows the City of Atlanta to undertake specific actions to improve the "public health, safety, morals, and welfare" of a specifically designated and qualifying area. In order to enact these powers, the City Council must officially declare an area as qualified based on several indicators of "slum and blight." The indicators of slum and blight are parcel specific and some apply generally to an entire area.

Vacant Land Indicator:

Any area shall be considered qualified for redevelopment powers: "...which is substantially underutilized by containing open lots or parcels of land..." (O.C.G.A. 36-44-3). As indicted in the existing land use analysis, 339 parcels (20%) of the land area in Vine City are vacant.

Structural Deficiencies Indicator:

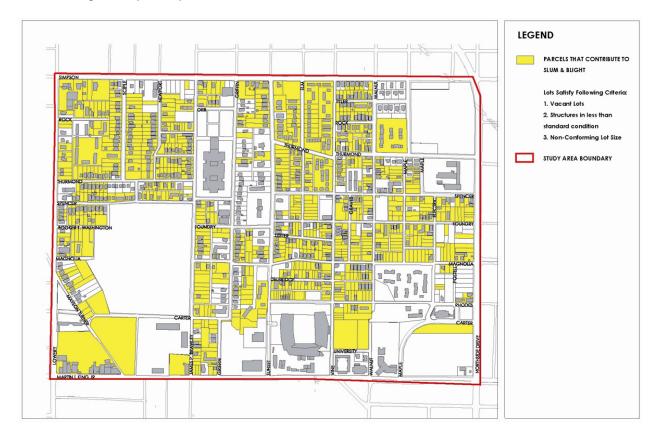
Any area shall be considered qualified for redevelopment powers: "...which [has] a predominance of substandard, slum, deteriorated, or dilapidated structures..." (O.C.G.A. 36-44-3). The existing building conditions analysis indicated 343 (51%) of the parcels with structures that are in less than standard condition.

Lot Size & Layouts Indicator:

Any area shall be considered qualified for redevelopment powers: "...having a faulty lot layout in relation to size..." (O.C.G.A. 36-44-3). Over 546 (50%) of the parcels in Vine City have an illegal lot size as described in the zoning section of the report.

Using the above indicators, 80% of the parcels in Vine City suffer from at least one and in many cases more than one indicator of "slum and blight".

Slum and Blight Analysis Map



1.5 Development Opportunities

The Development Opportunities Map represents an assimilation of the land use, building conditions, and building occupancy analysis. Using the existing land use map, all vacant parcels present opportunities for infill development. These properties are scattered throughout the neighborhood and are shown as grey on the Development Opportunities Map. The unoccupied structures and structures in deteriorated or dilapidate condition, have been identified as a development opportunity as well for it may be cost effective to demolish a structure that is beyond repair and build a new structure on the lot.

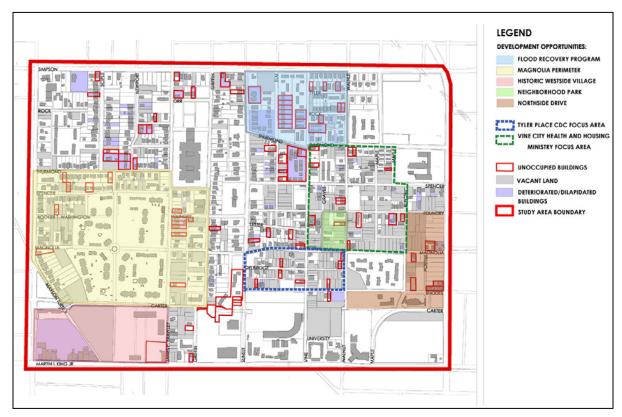
Additional areas are recognized for there susceptibility to change and redevelop due to planning efforts currently underway. Both the Vine City Health and Housing Ministry CDC and the Tyler Place CDC have identified residential areas to target for single-family development.

The Development Opportunities Map attempts to identify properties that are likely to change over the next five to ten years or be open to development or redevelopment in light of market pressures.

The City of Atlanta has identified the blocks boarded by Simpson, Elm, Walnut and Thurmond Streets for openspace and residential development due to this area being prone to flooding.

The residential properties surrounding the Magnolia Place Apartments (an Atlanta Housing Authority property) has undergone an assessment for rehabilitation and residential infill opportunities to be pursued by AHA.

Development Opportunities Map



Prepared for: Vine City Civic Association

Prepared by: Urban Collage, Inc. in collaboration with Robert Charles Lesser & Co.

In addition, the City of Atlanta and the Atlanta Development Authority have developed a master plan for a major mixed-use development (the Historic Westside Village). The first phase of development has been completed and additional phases to include housing office and retail development are to follow.

The existing large gravel parking lots along Northside Drive are potential sites for new development due to underutilization and the proximity to the Vine City MARTA Station, Georgia Dome, Georgia World Congress Center and Northside Drive.

Finally, a neighborhood park has been identified for the neighborhood as a result of the Vine City Master Plan Update 2001 offering an openspace amenity and feature that is centrally located in the community.

1.6 Goals & Policies

The Goals and Policies were established for the Vine City community through the previous work and community input from the 1995 Master Plan and the Vine City Master Plan Update (2001). The Goals and Polices were developed for the following planning elements:

- Housing
- Economic Development
- Community Facilities
- Transportation
- Human & Social Development
- Natural & Historic Resources
- Land Use

A summary of the Goals & Policies are listed with the corresponding policies on the following chart. These Goals & Policies and will be used to define development opportunities and projects within Vine City as the planning process continues. The complete Goals & Policies is provided in the Appendix of the document.

1.7 Relevant Issues

A series of stakeholder interviews were conducted during the first phase of the planning process with representatives from the business community, local community development corporations, developers, institution and residents to identify the relevant issues that frame the revitalization of the Vine City neighborhood.

The stakeholder issues breakdown in seven categories: housing, economic development, community facilities/ social services, traffic & transportation, historic & natural resources, land use & development, and urban design. Several other issues included on the chart that follows.

Stakeholders were very concerned about current and future development that is incompatible to the existing single-family character and wanted to see new housing stock that would not displace existing residents and had some degree of affordability.

Housing	Economic Development	Community Facilities	Transportation	Human & Social Development	Natural & Historic Resources	Land Use
GOAL: Increase owner occu- pied dwellings, pre- serve historic character of community, and re- hab existing housing to provide a high quality of housing for all resi-	GOAL: Promote and maintain a stable and controlled economic growth with diverse and long-term business and employ- ment opportunities.	GOAL: Provide community facilities that will serve the needs of current and future residents of Vine City/Ashby.	GOAL: Create safe & efficient transportation & infrastructure system, incl. community "gateways", that support exist. & anticipated growth patterns in Vine City/Ash-ler, by.	GOAL: Provide all present and future residents of Vine City/Ashby with intergenerational programs and facilities that foster human and social development.	GOAL: Conserve & protect natural & historical resources through proper utilization & mgmt. of lization & mgmt. of aband, water, soil, plant, & building resources, incl. the maint. & protection of air quality.	GOAL: Create diverse, spatial, & compatible distribution of land uses, creating an asthetically sound, culturally enhaced, & econimically productives residentially & business community.
OBJECTIVES: • Develop mixed income housing of various sizes, types, and designs consitant with fabric of a hood	I OB JECTIVES: ■ Develop organized & unified development coalition for n'hood. ■ Create revenue stream to sustain CDC/rivic	I OBJECTIVES: O Create a facility that serves as multi-purpose community center for inhood.	OBJECTIVES: In Identify exist, crucial transportation probs & make recomendations for immediate long-term relief.	OBJECTIVES: In Improve exist, programs by ways of funding, facilitation, cooperation, and implementation.	OBJECTIVES: Preserve the natural environ contributing to character of community; preserve areas w/rec., scenic, historic,	I OBJECTIVES: O Officially adopt the Vine City/Ashby community. Create planned unit land use plan w/ bal-
Increase # of single-family, resident-owned homes. Decrease high-density rental housing uses rental housing uses	assoc. from large scale developments in and/or butting n/hood. Promote partnerships w/ businesses/institutions that foster econ.	Appaint to or examing mini police precinct to a 24-hour operation, providing increased bike & horse patrols and suveillance for total community.	 Identify major thoroughfares that will be cross connectors through n'hood. Develop "gateways" to identify primary en-identify primary en- 	Create and communicate identity - Vine City/Ashby, its residents, resources, and heritage.	edu, & asthetic value. I dentify area w/in the community's original boundaries as "Historic Vine City". Protect "view vistas,"	anced r'ship b/n conm. & res. growth. • Fraue zoning sup- ports residential land uses that contribute to balanced dev. No incompatible land
Develop a housing redevelopment program that provides affordable home ownership for residents. Renovate existing	growth/employ- ment/n/hood jobs. Attract employment opps. that encourage low & high tech skills; hold job recruitment	Develop athletic facilities & rec. areas within walking distance and with various activities for children and adults. Develop a Welcome	Develop streetscape improvement program to improve character of n'hood. Est. & maint, approp.,	facilities for children, including childcare. Provide culturally enriching activities, including stage performances, art galleries,	esp. d'town skyline. Encourage historic markers at n'hood MARTA stations. Improve storm water d'aniage & sewers.	uses in resid, areas. Improve bus, districts along Ashby, Simpson, & Northside Dr. Control LU for parking, elimps elimps elimps elimps elimps elimps elimps elimps.
homes and rental units where economically reasible and perscribed for maintenance of these bldgs.	workshops. Choose approp. locations for comm. uses that are compatible w/ adjacent uses. Promote dev. of committee of co	Center, possibly at a "gateway", to support and announce community activities. Improve healthcare services for residents and maintain health.	efficient MARTA routes & clean MARTA stations. Monitor design of sur- rounding arterials to prevent neg, impacts to community.	international festivals, and cultural exchanges. es. Erect heritage banners.	egies for parks and recreational svcs. Create n'hood park and block parks. Prohibit incompatible comm., industrial, &	Req. buffers to adj. but dissimilar LUs. Adaptive reuse of exist. bldgs, esp. those w/ mixed use potent. Develop & adhere to
evaluate best reuse of abandoned/vacant property. Develop desing guide-lines for appearance of new and renovated development.	micro-businesses. • Encourage dev. of comm_retail/recreatio nal businesses, that take advantage of adja- cent large-scale devel-	care within the community.	■ Est. & maint. well lighted, asthetically pleasing bike & jogging trails. ■ Define parking zones for GWCC, Dome, & Morris Brown.	community involve- ment & relations with area schools, PTA, Morris Brown, AUC, GWCC, GA Dome, and local churches.	institutional dev. in est. residential areas. Implement noise abate- ment programs, air/noise pollution re- duct & speed reduct. procedures.	design gudelines. Promote centralized n'hood commercial, service, & entertainment nodes. Ped. oriented dev. near MARTA station. Historic designation.
Develop traditional mixed-use structures throughout n'hood. Preserve historic housing and create new housing that "blends".	Develop "market & tourism strategy" that promotes identity & cultural heritage, attracting consumers to n'hood.		 Place approp. lighting thu-out n'hood. Add/improve handicap accessible sidewalks throughout. Eval. alleys for ingress/egress capabilities. 	grams & projects of non-profit orgs. in community. Develop a program for in-home senior support. Strengthen senior citizen services.	Preserv. plan for historic sites/bldgs. Create beautified open space on easement land. Enforce City's Tree Ordinance.	of vintage properties. Est. land trust fund for economic dev. Create hierarchy of civic spaces & central n'hood square. Community review of all dev. activity prior to implementation.



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Urban Design	Streetscaping improvements needed along Martin Luther King Property cleanup and maintenance is an issue Compatibility of styles with the existing housing is a priority for Vine City Eliminate the negative perception of the neighborhood Vacant overgrown lots are used for illegal dumping Improvements should accentuate the existing character and architecture of the Vine City neighborhood
Community Facilities / Social Services	Neighborhood children have no place to play Loitering is a problem throughout the ineighborhood A police substation is not consistently manned A community center is desired A community center is desired Atlanta University Center More police presence to ward off criminal activity
Traffic and Transportation	Magnolia St. bus route not highly utilized Limited parking at Vine City MARTA Station Parking in neighborhood during Dome events is a problem Many streets without sidewalks Pedestrian connections to Historic Westside Village from the interior of the neighborhood should be improved PATH bike route extends east/west within Vine City; signage and trails are limited High levels of cut through traffic experienced during events at the Dome
Historic and Natural Resources	Preservation of historic homes in Vine City Future of Herndon Home Museum is undetermined Lack of developed open space Lack of recreational fields and amenities for youth
Housing	Majority of housing is renter occupied Home ownership is a priority for Vine City Diversity of housing options are welcomed Moderately priced new housing to attract higher income residents is encouraged Gentrification is a concern There are mixed feelings in the area about student housing Absentee landlords are not being held accountable
Economic Development	The Historic Westside Village will help market new development development side Drive will attract regional and local patrons Limited local serving retail encouraged in the interior of Vine City; high density commercial services desired along the major arterial Employment opportunities needed for existing residents
Land Use and Development	Maintain the single-family character of the neighborhood Mix-Use development is encouraged along Northside Drive, Martin Luther King, Lowery and Simpson The abundance of vacant land is ideal for redevelopment or redevelopment or redevelopment. Shops and restaurants within walking distance of housing is desired. The flood recovery area along Elm Street is a strong candidate for open space and residential development. Current 'R5' zoning is not adequate for future residential development partnerships with local stockholders encouraged. Development partnerships with local stockholders encouraged. Improve code enforcement of absente landlords.

1.8 Community Vision

In addition to obtaining existing conditions data, the planning team engaged the community in a series of public forums. The first public workshop, held on Saturday, June 7, 2003, attempted to obtain an accurate picture of existing conditions, feedback regarding issues and opportunities facing the Vine City community and prevailing attitudes for development.

The second workshop was convened on Saturday, July 19th at Mt. Gilead Church. The purpose of this workshop was to present the redevelopment projects generated during the first workshop.

The third community workshop was held at Bethune Elementary School on Saturday, September 20, 2003. The participants at this forum participated in an interactive exercise where they were charged to prioritize the redevelopment projects.

1.8.1 Vine City Visual Character Survey Results

During the first public workshop a Visual Character Survey was conducted and intended to measure the aesthetic vision of the community. Participants were given 6 green dots and 2 red dots representing approval (green) or disapproval (red). They were encouraged to apply as many dots as they wished next to any image or images that best described their vision for the Vine City community.

Images that received favorable ratings tended to illustrate single-family craftsman style homes with front porches. This is not surprising given the existing single-family residential neighborhoods that comprise the study area and the strong commitment to preserve the single-family character of the community. Higher density multi-family housing rated much lower.

Given the demand for additional recreational options in the study area, it is not surprising that open space images received high ratings. Images that illustrate recreational amenities such as tot lots and outdoor gathering places were also well received. In addition, higher rating retail images included low density mixed use with on street parking and outdoor dining. The images used in the visual preference survey and their ranking are as follows:

HIGHEST RANKING IMAGES









LOWEST RANKING IMAGES



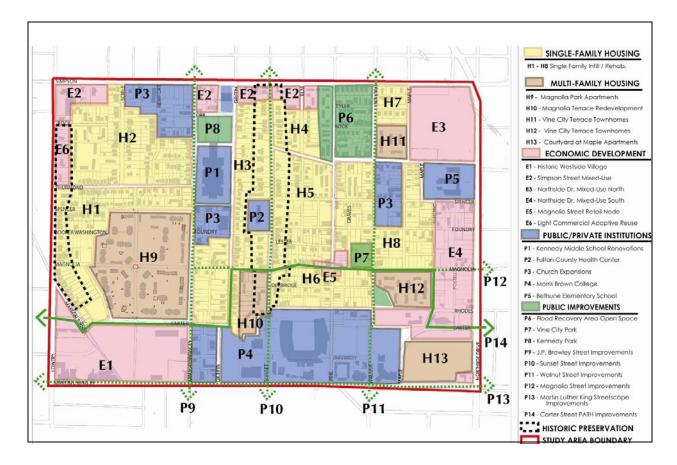




1.9 Redevelopment Framework

During the first community workshop on June 7, 2003 at Beulah Baptist Church, participants were engaged in a planning effort with a goal to obtain a framework by which to establish and target desired redevelopment initiatives. The planning team presented the existing physical conditions of the neighborhood that were gathered in the first phase of this project. The workshop yielded four working groups, each of which generated a map of their vision and projects for the future of Vine City. Each group validated the future land use plan as developed in the Vine City Master Plan Update (2001) as well as debated issues in the areas of housing, connectivity, retail, open space, and community facilities. At the end of working sessions, each group had the opportunity to present their projects. The following is a summary of the consensus findings on future development projects generated during the workshop. The letter/ numbers refer to the development areas shown in the following map. Each of these projects were further defined and validated to develop the **Future Land Use Plan** and **Redevelopment Projects** described in Part 2.0.

Redevelopment Framework Map



Single-Family Housing Projects

H1. Magnolia Perimeter Infill/ Rehab.

In an attempt to improve the quality of life of Magnolia Park residents, the Atlanta Housing Authority in concert with both local Vine City CDC's has been actively and

aggressively pursuing properties within an eight-block area of the historic Vine City neighborhood bounded by Thurmond, Griffin, Carter, and Lowery Streets. This project area should preserve single-family residences, creating new opportunities for infill development and provide a mix of residential housing types.

H2. - H8. Infill/ Rehab.

- Preserve the single-family character of the Vine City neighborhood.
- Rehabilitate structures that are in less than standard condition.
- Build new single-family dwelling on vacant lots scattered throughout the neighborhood.
- The infill and rehabilitation strategies developed for these target areas should be phased block by block approached that are affordable and protect existing residents.

Multi-Family Housing Projects

H9. Magnolia Park Apartments

 The former Eagan Homes Atlanta housing Authority Property was recently redeveloped into a mixed-income community that provides housing alternatives for the community.

H10. Magnolia Terrace Redevelopment

- Magnolia Terrace Apartments are owned by Morris Brown College. The property is currently unoccupied and in a state of disrepair.
- Redevelop this property into a viable multi-family community that could be an owner or rental project.

H11 - H13 Multi-Family Housing

The Vine City Townhomes, The Vine City Terrace Townhomes and the Courtyard at Maple are significant multi-family housing properties that have recently been renovated or developed and are in good condition. These properties provide affordable housing options for the Vine City neighborhood and should be maintained and upgraded over the years in order to continue to provide housing alternatives.

Economic Development Projects

E1. Historic Westside Village

- This mixed-use development along Martin Luther King Jr. Boulevard proposes additional retail, townhomes, and office space.
- The first phase of development is completed which includes a Publix grocery and Blockbuster Video.

E2. Simpson Street Mixed-Use

- The Simpson Street corridor is acknowledged as an opportunity for redevelopment of this retail core for mixed-use development.
- In addition, this corridor attracts both local and regional retail consumers.

E3. Northside Drive Mixed-Use North

- The Georgia World Congress Center plans to build a new 2000 space parking deck on its existing surface parking lot adjacent to Bethune Elementary School on Northside Drive.
- This deck is designed to have approximately 25,000 s.f. of retail space on the ground floor fronting Northside Drive.
- The community has indicated a need for a community facility within the neighborhood. In an effort to accommodate a new community facility, there may be an opportunity for the GWCC to partner with the neighborhood, and a Boys & Girls Club or other youth related

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organization in developing a community facility in conjunction with their parking deck located adjacent to Bethune Elementary.

E4. Northside Drive Mixed-Use South

 Develop this area for mixed -use housing/ office and retail development serving as a buffer to the single-family core and Northside Drive.

E5. Magnolia Street Retail Node

- There is a need for a small scale neighborhood retail core that should occur at the intersection of Magnolia and Vine Streets.
- This retail core will complement the existing VCHHM building that currently houses the mini police precinct.

Public / Private institutions Projects

P1. Kennedy Middle School Renovation

• Kennedy Middle School is currently undergoing renovations as a part of Atlanta Public School's Facility Master Plan. The school will be on line the spring of 2004.

P2. Fulton County Health Center

- The Fulton County Health Center was identified as requiring an update of its existing facility and services.
- Currently there is not an immediate care facility offering services to the residents of the Vine City community.
- Since this facility is located in the heart of the community it should expand its services to include self sufficiency programs including job training, drug rehab, etc.
- Also, it was suggest that a memorial honoring residents of Vine City that were instrumental in the Civil Rights Movement be located at this site.

P3. Church Expansions

Three of the major faith-based institutions (Beulah Baptist, Mt. Gilead, Simpson Street Church
of Christ) in the Vine City community have enunciated their desire to expand their existing
facilities to meet the needs of the growing Vine City community.

P4. Morris Brown College Expansion

Morris Brown College is a major anchor in the community and its campus extend along the southern boundary of the Vine City neighborhood. Designate areas adjacent to the existing campus for future expansion and identify partnerships for development within these blocks for housing and a parking deck for the Herndon Stadium and student use.

P5. Bethune Elementary School

 Bethune Elementary is one of two Atlanta Public Schools facilities located in the Vine City community. Under the Atlanta Public School's facility master plan, Bethune Elementary received a major renovation and an addition in 1999.

Public Improvement Projects

P6. Flood Recovery Open Space

 As a part of the City of Atlanta comprehensive plan to combine waste and storm water treatment, the flood impact area bordered by Simpson, Elm, Thurmond and Sunset Streets has been identified for open space.

 The community was somewhat divided how this open space should be programmed (either for active or passive recreational use) to control future flooding.

P7. Vine City Park

- The vacant lots within the block of Foundry, Graves, Magnolia and Walnut Streets have been identified as the new Vine City neighborhood park. The community was somewhat divided on the programming of this park and the feasibility of location of the park due to the flooding concerns.
- The Blank Foundation has allocated \$125,000 for the development of a park to be centrally located in the neighborhood for its residents.

P8. Kennedy Park Improvements

 Kennedy Park is need of improvements on its playing fields and general overall maintenance.

P9. - P13. Streetscape Improvements

- Major streetscape improvements should be focused on the following streets: J.P. Brawley, Sunset, Walnut, Magnolia, and Martin Luther King Jr. Boulevard.
- These improvements should include sidewalk improvements and installations where needed, pedestrian lights, painting of pedestrian lighting where needed, street trees, crosswalks.
- Banners and major identity markers along major arterials are suggested as neighborhood gateways.

P14. Carter Street PATH Improvements

- There is an Atlanta Greenway Trail and On-Street Bike Route (PATH) that runs along Carter Street.
- This system connects Washington Park and runs along Lena Street to Carter Street, Griffin Street, Magnolia, and Electric and back to Carter Street. The path has limited signage, on street bike routes, sidewalks and lighting for pedestrians.